

We are Urban95

A growing movement of cities **designed from 95cm** – the height of a 3-year-old – because it takes a city to raise a child.

An Urban95 city is a place where...

3.

Vulnerable families

receive the extra support they need to thrive.

4.

City agencies

work together, and with the community, to support families with small children.

1.

Babies, toddlers and the people who care for them

are seen, heard, counted and considered.

2.

Caregivers

are given the time and respect they need to provide vital care and support.

7.

Children's routes

help families travel safely and comfortably wherever they wish to go.

8.

Early years services

are located within a 15 minutes' walk from where families live.

5.

Public spaces

prompt singing, conversation and play.

6.

Shared streets

are dedicated to cleaner, safer and fairer modes of transportation.

9.

Neighbourhoods

bridge cultural divides and provide spaces for socialising.

10.

Clean air, pure water and refreshing nature

surround and nurture every resident.

By experiencing the city as a toddler would

we can help tackle the enormous challenges facing city leaders every day.

By supporting cities that promote

loving behaviours and healthy brain development at every scale, we can help improve the lives of millions, both now and for the future.

We are Urban95

Because a city that works for **babies** and the **people who care for them** is a city that **works for everyone**.

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